

# [On-Demand Webinar] How the PR/Marketing Partnership Should Evolve

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On Wednesday, October 7th, 2020 [Notified](#) partnered with [PRWeek](#) to host the first-ever PR and marketing “anti-debate.”

In the spirit of election season, marketing and PR leaders from [Southwest Airlines](#), [Levi Strauss and Co.](#) and [CAULIPOWER](#) came to the virtual stage to discuss where they excel but also how they can learn from one another and improve.

We know that [PR](#) and marketing each have their strengths. But when it comes to creating brand awareness, embracing data and

proving value to the C-suite, what do the industry's best and brightest think?

Find out now by [watching the entire discussion on demand.](#)

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Join Ben Chodor, President of [Intrado Digital Media](#), as he leads a lively conversation where each guest will answer a variety of questions based on a PRWeek survey of communications professionals. You'll learn best practices that all PR and marketing pros can put into action.